



### ABSTRACT

The present invention teaches a system for "snooping" on an Internet user's, or group of users' linking behavior through a web site or related pages, and statistically compiling such information, such that it is useful for presentation as the typical or average consumer or surfer experience on that site. Various embodiments of the invention allow for the system to record temporal and spatial aspects of the experience for a target group (by income, age, surfing behavior, condition precedent, etc.) of users and to specifically identify weak links or otherwise undesired behavior from surfers by finding specific statistical deviations. The identifiable strengths and weakness of a site can be identified and presented as executive summaries in a "simulated surfing" presentation format.